

CALIFORNIA CHILDREN & FAMILIES COMMISSION

Thursday, June 15, 2000
Hanford City Council Chambers
Civic Auditorium
400 N. Douty Street
City of Hanford, CA

I. Call to Order.

The meeting was called to order by Chairman Rob Reiner at 9:41 a.m.

II. Roll Call.

Present were Commissioners Kim Belshe, Sandra Gutierrez, Susan Lacey, Bob Ross, Patricia Siegel, Louis Vismara, and Chairman Reiner.

Staff Present: Jane I. Henderson, Ph.D., Executive Director; Joe Munso, Chief Deputy Director; Emily Nahat, Deputy Director for Program Management; Patti Huston, Chief of Governmental Affairs, Luis Sepulveda, AGPA, Program Management, Sherrill Willis, AISA, Information Technology, and Lupe Almer, Staff Services Analyst.

III. Approval of Minutes, May 18, 2000 State Commission Meeting.

Motion: Commissioner Reiner moved, seconded by Commissioner Lacey to approve the May 18, 2000 minutes with the corrections as noted. The motion passed unanimously.

IV. Chairman's Report

Chairman Reiner reported that the Commission had received Strategic Plans from Tuolumne, Trinity and Siskiyou counties. Last month the Commission distributed \$47,770,614 in funding to the counties. The allocation to date is \$726,034,333. The Mass Media account had a current balance of \$28,919,775. The Education account had a current balance of \$22,651,220. The Childcare account had a current balance of \$15,359,877. The Research and Development account had a current balance of \$20,009,849. The Unallocated account had a current balance of \$11,542,059.

Chairman Reiner gave an update on six public hearings held throughout the State on the State Commission's Objectives and Priorities for funding. The Statewide Conference will be held on July 27-28, 2000 at the University of California, Davis. Karen Hill Scott, Sid Gardener, Sara Watson, Carolyn Crawl, and Michelle Rivest will be Keynote Speakers at the Conference. The TA Center consultants will be available for private sessions in the

following areas: Strategic Planning and revisions and Implementation Issues. County Commissions are limited to three attendees. The next State Commission meeting will be held on July 20, 2000 in San Francisco, at the Glide Memorial Center.

Commissioner Gutierrez announced that if the Diversity and Equity Committee is formed before the Statewide Conference, it will participate.

V. County Commission Executive Director's Report

Dorida Ohnstead, Executive Director of King's County Children and families Commission and Interim President for the Association of County Executive Officers, reported that the Executive Commission had adopted bylaws as the Association of California County Children and Families Executives. Interim Officers were elected and a discussion was held on funding to allow all counties to participate in the executive meetings. The issues of Evaluation, Communication, and AB 25 (Mazzoni) were discussed at the last Executive Commission Meeting.

VI. Panel Presentation from Southern San Joaquin Valley Prop. 10 Commissioners: "Children in the Central Valley."

The Following reports on Children in the Central Valley were handed out in hard copy at the Commission Meeting: Central Valley Metro Politics, The SCAN (survey of current area needs), the State of the Great Central Valley. The following Commissioners from Kern, Tulare, Kings, Fresno, Madera, and Stanislaus Counties Gave Presentations on Children in the Central Valley:

Dr. Sheldon Minkin presented issues specific to Kings County and a report on Teen Pregnancy. Dr. Minkin provided statistical information on rates of poverty, teen pregnancy, scholastic achievement and adverse environmental and health conditions in Kings County.

Pete Parra, Chairman of Kern County Commission on Children and Families and Kern County Supervisor, presented issues specific to Kern County. Mr. Parra described the Baby Steps Program and its expansion as a result of Prop. 10.

Carol Whiteside, representing the Great Valley Center, presented a report on general indicators and conditions of different issues dealing with Children in the Central Valley. The report outlined several of the publications presented. Ms. Whiteside suggested that connecting the Central Valley to the broader economy and resources, increasing capacity building, and making the region more competitive would begin to address the needs of the region.

Vera Kennedy, representing CSU Fresno, presented a report on Children's Health issues. The report focused on funding needs and the health status of San Joaquin Valley. Ms. Kennedy presented numerical values for ages, growth rates, ethnicity, and economic disparities among the population in the region.

Lois Sheffield, representing Tulare County Office of Education, introduced, Sanaida Garcia, Maureen Bianco, Perry Rickard, Richard Noon and latonne Mize. Ms. Sheffield presented issues dealing with Children in the Central Valley and their economic status, achievements and goals for childcare in the region.

The following audience members gave presentations:

Hugo Morales
Filemon Lopez
Javier Guzman
Lillian Koenig
Mike Smith

VII. State Commission Objectives and Priorities

The Commission discussed and/or adopted revised Sate Commission Objectives and Priorities for Program Funding.

Executive Director Henderson presented a report, which described a chart, entitled *CCFC Theory of Change*. The report focused on the Commission's charge of how to change public awareness with regard to issues effecting children five years old and under. The Commission will continue its partnerships with county commissions to improve access to quality programs, supports and services, to influence and change behavior. Ms. Henderson reported that the Commission's next step would be to evaluate results and engage in continuous quality improvement to programs funded by the Commission, leading to improved public policy and results for children and their families, specifically around the area of school readiness. Ms. Henderson presented revised framework, which focused on what the State Commission can do to support a Systems Approach to support school readiness. The Commission's objectives and priorities have been reorganized into the building blocks of Capacity Building, Supporting Infrastructure Development, Research and Evaluation, Public Education, Media Outreach, Policy Development and Advocacy, and in partnership with county commissions, supporting and improving the delivery system. Once the draft framework is adopted, the staff will take the various objectives and priorities, cluster them together into four or five large RFPs, and present them at the July meeting. The framework will be used as preliminary text for an expanded brochure targeted at Prop 10 fund applicants. The additional objective of including parenting education and family support was described and included in the framework.

Motion: Commissioner Ross moved, seconded by Chairman Reiner to adopt staff recommendation as presented, there will be further input two weeks, include parenting, research.

Commissioner Ross suggested various changes to clarify the goals and objectives of the *CCFC Theory of Change*. He also suggested that the Commission address briefing format strategically over the next five to ten years the issue of healthy births and healthier children being impacted by the work on the human genome project. He suggested that the Commission, in its leadership role, should not position itself as getting behind that discussion but should impact the policy implications for human genome mapping and healthy kids. At some point in the future it ought to be a point of advocacy on behalf of the public in terms of what that work is going to mean for healthier kids and families. Commissioner Ross went on to address the various possibilities the human genome mapping may have on genetic therapy, which probably will be the most important health issue as the next decade unfolds.

A discussion followed on this subject.

A lengthy discussion was held regarding counties lacking family resource centers and what strategies could be utilized or what standards could be implemented by the Commission in this regard.

Commissioner Belshe suggested that the Commission undergo comprehensive systematic state-wide assessments of public and opinion leader attitudes and positions on early child development related issues.

Executive Director Henderson discussed which issues are considered priorities for the initial RFP process. A discussion on components of the *CCFC Theory of Change* followed.

Chairman Reiner suggested to come back to this subject at the July meeting and maybe withdrawing the vote on this item or to adopt this as a draft, knowing that more changes will be made.

Public Comment

Gene Lucas commented that this item contained no specifics at all, except of a mentioning of the communication program. He hoped that the Commission, having about \$240 million available, would be able to start distributing some of it helping the kids. Time is not standing still and every day kids fall through the cracks. He urged the Commission to hire

people to write the proposals that can be approved in order for the commissions' work to start moving significantly.

Chairman Reiner stated he just came back from a meeting in Washington with David Hamburg, the former president of the Carnegie Corporation who has stated that what the Commission has done over the last year is more than anything that has been done in the history of early childhood in thirty years. It takes time to do what needs to be done in a certain way and when all is ready and in place, the money will be allocated accordingly.

Jack Harpster, the Executive Director from Monterey County expressed enthusiasm for the work accomplished by the State Commission even within the last month. He stated he was not concerned about speed, but was concerned about thoughtfulness and quality, which is amply reflected here. He urged the Commission to take as much time as it needs in order to put a really quality, comprehensive document together. Mr. Harpster indicated he would tell his commission that a manifesto, a conceptual framework has been put together that has a sound theoretical base to it. It is not a funding document, but it tells people what is important to the Commission.

He liked the idea of using change as a central concept, because that is what child development is all about. Mr. Harpster next went into details about the migrant population of Monterey County necessitating a coordinating effort among the county commissions. He would like to see a provision for working with the local commissions, showing involvement in the process. He also wanted to know if county commissions can be applicants and if so, would there be an opportunity to do planning grants as many of the integrated models need a lot of preparatory work before they can be put together in the form of a proposal, which in turn takes time, effort, money and coordination. The State Commission is in a good position to fund that.

A discussion followed on the concept of county commissions being applicants and how research can be funded.

Chair Reiner called for a motion on item 7, adding that this is a breathing document which the Commission adopts as a draft and that further input will be received to include the parenting, fleshing out the research and making the changes discussed.

Vote: The motion carried by a roll call vote of 7-0-0 with Commissioners Ross, Gutierrez, Reiner, Lacey, Belshe, Siegel and Vismara voting "YES", no "NO" votes and no abstentions.

Chair Reiner then thanked Commissioner Bob Ross who is resigning from the Commission due to his new job for his contributions to the State Commission and wished him good luck

in his future endeavors.

VII. Executive Director's Report

Executive Director Henderson reported that the meeting Executive Director's organization was very positive and will facilitate communication and partnerships between the State and County Commissions. Secondly, Ms. Henderson reported on the status on the Advisory Committee on Diversity. There are no representatives from the Central Valley, Native American, or Northern California's rural communities, and very few Asian community representatives. Interviews will be held and recommended nominees will be presented for approval at the next Commission meeting. Ms. Henderson reported that she had attended a two-day conference on school readiness sponsored by the National Governor's Association. California's team participants included representatives from Prop 10, the Governor's office, the California Department of Education and from the Health and Welfare Agency. Ms. Henderson described a document titled *Readiness Dimensions and Criteria of Children's Early Learning Development and Abilities*. The team discussed how the State could develop partnerships and promote the concept of a school readiness block grant. The principles would be to decrease the disparities in school readiness, building on existing collaborative, infrastructure and accountability systems, affecting systems integration, improving access, building local capacity and maximizing and leveraging funding. Ms. Henderson and Joe Munso provided an update on the status of the Commission's contracts and interagency agreements. Eight out of the twelve Commissions approved large funding proposals are with the contractor for their approval. The report included information on the asthma initiative, mental health initiative, and the childcare health linkages project. These initiatives are pending approval in the Governor's Budget. The following are projects under development and in progress: advertising RFP, a contract for web casting, the Kit for New Parents, and 1-800 Number for the Commission.

IX. Communication Director's Report

The Commission discussed and/or approved the release of the media request for proposal and the amount of the request. The Commission also discussed and/or approved action to seek Department of General Services approval to extend existing contract with Rogers and Associates for community relation services through January 2001, pending State Commission competitive process to provide a long-term contract for community relations activities.

Christina Parham gave an update of the Communications Office and presented the Commission with a report on the media relations work, county commission

communication's work, a diverse audience outreach and collateral development. She reported on the Safe From The Start symposium The State Commission did the media relations around the original symposium because of the many messages coming in throughout the symposium about the effects of violence in early childhood development and Ms. Parham detailed the various events related to this subject. She also detailed asthma events around the State. She touched on working together with the county commissions to see how they could be helped in their outreach. In conclusion, Ms. Parham indicated that in July she would be presenting the Commission with a very detailed results document of reviewing the first six months of advertising. All twelve major media markets in the State were reached and the goals were met. The first six months of the campaign were viewed as stage I, raising public awareness of the key issues surrounding Prop 10. The next step will be moving into county specific advertising along with more issue specific advertising.

A discussion followed on the social marketing aspects of the media campaign.

Joe Munso gave an overview of the next step of the media effort and the RFP to procure the media contractor and what will be shown in the interim. He discussed the approval to release the media RFP and the funds involved, the technical approval of the Rogers & Associates amendment plus an extension proposal that would allow a procurement schedule. The requirements in the RFP were explained which would results in contracting with an agency capable of handling an account the size of the State Commission. He touched on the conflict-of-interest aspects in the RFP and explained the rules as it relates to the anti-tobacco incompatibility. The same would be true for alcohol related issues. The language would be similar to the tobacco control section, which has just released their RFP. By making these changes the potential bidder pool would be increased 4 to 5 times. He asked for approval of up to \$90 million. Ms. Parham explained the dollar breakdown in a very general way, but noted more specific figures will be provided once a new contractor is in place.

A discussion followed on this subject. Responding to Commissioner Belshe, Mr. Munso agreed that a lot of work will go into the next set of messages to target audiences, etc. and that a state-wide assessment of public awareness, and opinions could be supported through this effort as a complementary research strategy.

Mr. Munso then spoke to additional money, \$700,000, for activities already approved and about going to General Services seeking an extension of the current contract with Rogers & Associates for four months in the amount of \$ 1 million. Mr. Munso also requested an approval for an extension through January of 2001 of the current public relations contract in order to start with the procurement of the next contractor immediately after the advertising RFP. This would allow staff to stage the procurement efforts to match the available staff.

Motion: Commissioner Vismara moved, seconded by Chair Reiner to approve the release

of a media RFP for an original proposal for up to \$90,000,000 over a three-year period.

Public Comment

Kay Ryan wondered if doing one contract for that much money limits the number of people the Commission would be able to do business with to such a degree that there would be benefit in doing a number of contracts for a lesser amount.

Mr. Munso explained the reasons behind the larger approach.

Vote: The motion carried by a roll call vote of 6-0-0 with Commissioners Gutierrez, Belshe, Lacey, Siegel, Vismara and Chair Reiner voting “YES, no “NO” votes and no abstentions.

Motion: Commissioner Vismara moved, seconded by **Chair** Reiner to approve the Rogers & Associates contract extension in the amount of \$1,700,000 through January 2001.

Vote: The motion carried by a roll call vote of 6-0-0 with Commissioners Gutierrez, Belshe, Lacey, Siegel, Vismara and Chair Reiner voting “YES”, no “NO” votes and no abstentions.

Commissioner Siegel expressed the Commission’s appreciation to Rogers & Associates for their work in getting the message out.

X. Legislative and Budget Items

Patti Huston presented a report on the kindergarten readiness programs of AB 25 (Mazzoni), for Commission discussion and possible adoption. AB 25 (Mazzoni) would change the age of admission to kindergarten, would establish kindergarten readiness programs that are to be 110 hours minimum in length, and would require county Offices of Education to look at pre-school and childcare capacity in each county. The bill is written such that county Offices of Education could request county Prop 10 commissions to fund any needed increase in capacity and would trigger the county Board of Supervisors review if those programs were not funded. The author has agreed to delete this portion of the bill in the next amendment some time in August. Still remaining in the bill are two problems; kindergarten age of admission and the inadequate and under funded 110-hour kindergarten readiness programs. Age change would have a negative effect on children who would be even further detached from the educational system. AB 25 proposes an age increase for kindergartners that would phase in three months over three year's time. This aspect of the bill would exacerbate the existing problem of lack of capacity in childcare by requiring that 35,000 children will not go to kindergarten for every month that the age is increased. The author's office claims that the bill is based on literature performed by the California State

Library. Ms. Houston suggested that this literature is inconclusive. She also suggested that the replacement of a full year of kindergarten with 110-hours of a kindergarten readiness program would not be an equal trade off for children who would otherwise be enrolled in kindergarten program. A discussion on the pros and cons of increasing the entrance age of kindergartners followed. Staff recommended that the Commission take a position of “OPPOSE” on AB 25 (Mazzoni).

Dorinda Ohnstead, King's County Children and families Commission, reported that section 10, which is supposed to be deleted, remains a part of the bill and that there is no guaranty it will be removed. The county commissions are sending letters of opposition to the legislators.

Motion: Commissioner Belshe moved, seconded by Commissioner Siegel, that the Commission take a position of **OPPOSE** on AB 25 (Mazzoni). The motion carried.

Patti Huston presented a report on the Compensation and Retention Encourage Stability (CARES) programs of AB 212 (Aroner), for Commission discussion and possible adoption. AB 212 (Aroner) establishes the CARES matching fund program, which would support local programs in their efforts to build a skilled and stable childcare work force. This bill would provide a dollar per dollar state local, matching funds for a stipend program to encourage people entering the childcare and development field to pursue professional preparation. Matching funds for this type of compensation is on the Commission's objectives and priorities and additionally, some county Prop 10 commissions have committed to participate. The bill is a high priority for the Women's Caucus and would provide stability in the childcare profession. A discussion on the pros and cons of AB 212 followed. The staff recommended that the Commission take the position of “SUPPORT” on AB 212 (Aroner) to promote employee retention and childcare programs.

Commissioner Siegel recused herself from the discussion and vote on AB 212.

Motion: Commissioner Lacey moved, seconded by Commissioner Gutierrez, that the Commission take a position of **SUPPORT** on AB 212 (Aroner). The motion carried.

Patti Huston presented a report on the Subsidized Child Development Services programs of AB 554 (Papan), for Commission discussion and possible adoption. AB 554 would increase the income eligibility threshold for subsidized childcare from the current 75% to 85% and then would bring the percentage up to 100% of state median income. The funds would apply to the high cost counties of Alameda, Contra Costa, Los Angeles, Marin, Monterey, Napa, Orange, San Diego, San Francisco, San Luis Obispo, San Mateo, Santa Barbara, Santa Cruz, Santa Clara, Solano, Sonoma, and Ventura. Under the provisions of this bill eligibility would be based on regional housing costs and 85% of median state incomes and would

allow families to stay on the programs until they reached 100% of the state median income. The bill contains no appropriation of funds and is estimated to cost \$9,000,000 per year. The staff recommended that the Commission take a position of “WATCH” on AB 554. A discussion on the pros and cons of AB 554 followed.

Staff was directed to remove AB 554 from the list of bills the Commission would take a position on.

Patti Huston presented a report on the Immunizations programs of AB 1748 (Zettle), for Commission discussion and possible adoption. AB 1748 would revise existing law regarding a child's immunization record sharing between the Department of Health Services local agencies. Ms. Huston reported that AB 1748 is complementary to one of the Commission's spending priorities to promote the development of a statewide registry. There are more than 14 counties that have these types of registries in place. A discussion on the pros and cons of AB 1748 followed.

Motion: Commissioner Lacey moved, seconded by Belshe that the Commission take a position of **SUPPORT** on AB 1748. The motion carried.

Patti Huston presented a report on the Master Plan for Parenting Education program of SB 1348 (Vasconcellos), for Commission discussion and possible adoption. SB 1348 would establish a summit to develop a Master Plan for Parenting Education in non-public school setting. Staff recommended that the Commission take a position of “WATCH” on the SB 1348. While the bill could provide the Commission with an opportunity to address parental education and partnership with the legislature and other state agencies, the process proposed is cumbersome and is unclear how it would work. A discussion on the pros and cons of SB 1348 followed.

Motion: Commissioner Lacey moved, seconded by Reiner that the Commission take a position of **WATCH** on SB 1348. The motion carried.

Patti Huston presented a report on the Subsidized Child Development Services programs of SB 1703 (Escutia), for Commission discussion and possible adoption. SB 1703 would fund the costs of high quality childcare and development services for all income eligible Californians by the year 2005. The State Superintendent of Public Instruction would be responsible to prepare cost estimates for providing high quality childcare and development services for all individuals who meet the income eligibility by the year 2005. Currently there is not enough childcare supplied to meet demand. There are 200,000 eligible families on waiting lists for the subsidized system. The Governor has approved \$134,000,000 in budget augmentation for all childcare. The budget is \$75,000,000 for a half year of childcare extension, \$33,000,000 for a catch-up COLA, \$15,000,000 for generic childcare teacher

provider compensation and training, \$10,000,000 for a half year of a migrant education package, \$1,000,000 in tax credits and \$150,000 in marketing facility loans and loans guarantee funds. A discussion on the pros and cons of SB 1703 followed.

Commissioner Siegel recused herself from the discussion and vote on SB 1703.

Public Comment

Jerry Webster, King's County Children and families Commission gave a presentation that pointed out the tremendous need for subsidy.

Motion: Commissioner Gutierrez moved, seconded by Lacey that the Commission take a position of **SUPPORT** on SB 1703. The motion carried.

XI. Adjournment

Commissioner Reiner moved, seconded by Commissioner Belshe that the Commission adjourn the meeting.